

Message Text

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22

ACTION MMO-02

INFO OCT-01 EUR-12 ISO-00 EB-07 ABF-01 SS-15 SP-02 PER-01

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R 051530Z MAY 76

FM USMISSION USBERLIN

TO AMEMBASSY BONN

INFO SECSTATE WASHDC 2429

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E.O. 11652: N/A

TAGS: AMGT, APER, BEXP, GW, PFOR, WB

SUBJECT: REPROGRAMMING OF E/C POSITIONS

REF: A) STATE 101921 B) 07163 C) BONN 07159

1. SUMMARY: MISSION APPRECIATES DEPARTMENT'S AND EMBASSY'S REQUESTS FOR COMMENTS ON ADEQUACY OF E/C RESOURCES IN BERLIN. THERE ARE NUMBERS OF SPECIAL IF NOT UNIQUE FACTORS HERE AFFECTING ACTIVITIES OF E/C PERSONNEL RESOURCES. MOST IMPORTANT ARE ONGOING TRIPARTITE FUNCTION AND FACT CITY IS REMARKABLY RECEPTIVE TO AMERICAN COMMERCIAL PROMOTION EFFORTS. BERLIN CONSEQUENTLY HAS MARKET POTENTIAL FAR GREATER THAN CAN BE ARRIVED AT THROUGH STATISTICAL ANALYSIS. END SUMMARY:

2. WE WOULD LIKE TO POINT OUT THAT DEPARTMENT'S AND EMBASSY'S LISTING OF E/C RESOURCES IN BERLIN IN DRAFT FY-77 CCP REQUIRES SOME EDITING AND EXPLANATION FOR PURPOSES PRESENT REPROGRAMMING EXERCISE. MOST IMPORTANTLY SEVERAL BERLIN E/C SLOTS ARE ENTIRELY FUNDED FROM OCCUPATION COSTS AND THEREFORE NOT SUBJECT TO REPROGRAMMING. E/C OFFICER PERSONNEL IN BERLIN MUST ALSO DEVOTE CONSIDERABLE TIME TO TRIPARTITE MATTERS STEMMING FROM FUNCTION OF UNITED STATES AS A PROTECTIVE POWER AND TO RELATED SUBSTANTIVE AREAS WHERE UNITED STATES OR ALLIED KOMMANDATURA ARE ULTIMATE ADMINISTRATIVE AUTHORITY. EXAMPLES INCLUDE BERLIN CIVIL ACCESS, REICHSBAHN PROPERTY
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AND RELATED MATTERS, TELECOMMUNICATIONS AND WEAPONS LICENSING,

LAW 43 MANUFACTURING AND EXPORT LICENSING, MATERIALS STOCKPILING,
BERCORD PLANNING AND DIRECT PARTICIPATION ALLIED ECONOMIC
COMMITTEES BERLIN.

3. BERLIN E/C SECTION (STATE-FUNDED POSITIONS ONLY):

PERCENT TIME DEVOTED TO:

POSITION/ CLASSIFICATION	INCUMBENT	MANAGEMENT COORDINATION	ECONOMIC WORK	COM'L WORK	TRIPARTITE WORK
		TRAINING	----	----	----

E/C CHIEF	W.E. SLATER	25	35	15	25
FSO-2SLOT	FSO-3				
E/C OFFICER					
FSO-4 SLOT	R.O. BLUCKER	15	20	NONE	65

SECRETARY	ANN GRIMES				
FSS-7 SLOT	FSS-8		10	15	

E/C OFFICER	J.E. CORBETT,				
FSO-4 SLOT	FSO-5	20	15	65	NONE

COMMERCIAL					
ADVISER FSL-2	SIEGFRIED				
SLOT	FRITSCH,FSL-3	NONE	NONE	100	NONE

E/C ASS'T	ELISABETH SCHULTZ				
FSL-4		NONE	100	NONE	

EC CHIEF PERFORMS MANAGEMENT, COORDINATION AND GUIDANCE FUNCTIONS
NOT ONLY FOR ALL E/C SECTION MEMBERS LISTED HERE BUT ALSO FOR SIX
ADDITIONAL ATTACHED PERSONNEL PERFORMING VARIOUS SPECIALIZED
TRIPARTITE FUNCTIONS. E/C OFFICER SUPERVISES TRIPARTITE
MATTERS ONLY, 2WHILE COMMERCIAL OFFICER RESPONSIBLE FOR
GUIDANCE AND TRAINING OF COMMERCIAL UNIT STAFF (ALL BUT ONE
NEW TO THE FOREIGN SERVICE) AND CARRYING OUT CCP GOALS HERE.

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4. RESOURCES SUMMARY BY MAN-YEARS (STATE-FUNDED POSITIONS
ONLY):

A) ECONOMIC WORK

CATEGROY	MAN-YEARS
FSO/R/U	.65 OR TWO-THIRDS
FSS CLERICAL	.75 OR THREE-FOURTHS

FSL PROFESSIONAL NONE
FSL CLERICAL NONE

B) COMMERCIAL WORK

CATEGROY MAN-YEARS
FSO/R/U .80 OR FOUR-FIFTHS
FSS CLERICAL 10 OR ONE/TENTH

FSL PROFESSIONAL ONE
FSL CLERICAL ONE

5. POST IS ON OCCASION ABLE TO DRAW PARTIALLY ON SERVICES NON-STATE-FUNDED PERSONNEL IN BERLIN FOR HIGH PRIORITY ECONOMIC/COMMERCIAL WORK, BUT CANNOT ALWAYS COUNT ON THIS. EXAMPLE IS THAT COMMERCIAL UNIT TOOK ONE-THIRD CUT LOCAL PROFESSIONAL STAFF THIS MONTH DUE DEPARTURE OF MAN ON TEMPORARY LEAVE FROM U.S. ARMY IN BERLIN WHO UNFORTUNATELY WILL NOT BE REPLACED. THIS CIRCUMSTANCE IS ALREADY FORCING US TO REDUCE EXPECTATIONS FOR CCP GOAL AND WILL CONTINUE TO DO SO UNLESS OTHER RESOURCES CAN BE FOUND. WE WOULD SUGGEST A SECRETARIAL/ASSISTANT POSITION TO HANDLE ROUTINE MATTERS SUCH AS FTI, ADS VOLUMES, COMMERCIAL LIBRARY AND WORD PROCESSING EQUIPMENT TO FREE VERY LIMITED RESOURCES AT PROFESSIONAL LEVEL FOR HIGH PRIORITY SUBSTANTIVE WORK.

6. RECENT HISTORY POST'S ONE COMMERCIAL OFFICER POSITION SHOULD ALSO BE BORNE IN MIND DURING REPROGRAMMING EXERCISE. THAT SLOT (04-LEVEL) HAD BEEN SHIFTED AROUND TWICE IN PAST THREE YEARS ON LOAN TO EASTERN AFFAIRS AND POLITICAL SECTIONS. POSITION WAS RETURNED TO E/C SECTION IN SEPTEMBER, 1975 AT SPECIFIC URGING AND RECOMMENDATIONS OF FOREIGN SERVICE INSPECTION CORPS RESPONDING TO PERCEIVED NEED AT POST AND STRONG BACKING OF LIMITED OFFICIAL USE

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NEW MINISTER. NEWLY-RENOVATED COMMERCIAL UNIT LED BY FULLTIME COMMERCIAL OFFICER NOW IS IN EXISTENCE ONLY NINE MONTHS. RESULTS UNDER CCP CAMPAIGNS AND NON-CAMPAIGN PROGRAMS ARE ENCOURAGING EVIDENCE OF USEFULNESS OF AGGRESSIVE TRADE PROMOTION PROGRAM IN BERLIN. WEST BERLIN ALSO CONTINUES TO ENLARGE ROLE AS SPRINGBOARD EAST-EST TRADE WITH GDR, POLAND AND USSR. THIS MARKET POTENTIAL FOR AMERICAN GOODS SHOULD CONTINUE TO BE EXPLOITED FROM WEST BERLIN SIDE WHERE MANY AGENTS AND DISTRIBUTORS IN GDR TRADE ARE LOCATED.

7. POST HAS BEEN FORTUNATE THAT LOSS OF USIS POSITION AT AMERICKA HAUS HAS BEEN BALANCED BY ADDITION OF HIGH PROFILE COMMERCIAL OFFICER POSITION. THIS AT LEAST KEEPS OVERALL U.S. POSTURE IN BERLIN CONSTANT, AND ACCORDS WELL WITH CURRENT TRIPARTITE EFFORT, LED BY

U.S. AND INVOLVING DEMARCHES IN NUMBER OF CAPITALS, TO PERSUADE WESTERN COUNTRIES WITH MISSIONS IN ALLIED SECTORS OF BERLIN NOT RPT NOT TO ELIMINATE OR REDUCE SUCH REPRESENTATION..

8. DETERMINATION OF MARKET POTENTIAL FOR AMERICAN PRODUCTS IN ANY GIVEN AREA IS COMPLEX. A STARTING POINT IS ASSESSMENT OF CURRENT LEVEL OF ECONOMIC ACTIVITY RELECTED STATISTICALLY IN SUCH AREAS AS INDUSTRIAL EMPLOYMENT, SALES, GDP, AND INCOME. BUT AS USUAL STATISTICS ARE NOT ALWAYS ENOUGH. BERLIN'S TWO MILLION INHABITANTS, FOR INSTANCE, WITH AN PERVERGE PER CAPITA INCOME ABOVE THAT OF THE UNITED STATES FROM A COMPACT MARKETING UNIT IDEALLY SUITED TO THE TYPE OF TRADE PROMOTION THE FOREIGN SERVICE CAN BEST EXECUTE BERLIN'S NUMEROUS

MANUFACTURING AND COMMERCIAL ENTERPRISES ARE NOTABLE FOR THEIR HIGH RECEPTIVITY TO AMERICAN TRADE OVERTURES INFLUENCED BY THE SPECIAL POSITION THE UNITED STATES HAD HER IN THE POST-WAR PERIOD. THE EVIDENCE SO FAR CONFIRMS THE JUDGMENT OF THE LAST S/IG INSPECTION THAT BERLIN MARKET MERITS AGGRESSIVE EXPLOITATION AND THAT AVAILABLE RESOURCES BE ORGANIZED TO ACHIEVE THIS OBJECTIVE. GEORGE

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